

The Sojourns of SEAN PRATT

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Sean's Deep Thought -

There's no business like show business, but there are several businesses like accounting.
- David Letterman

SEAN PRATT PRESENTS!

Well, here's another fine mess I've gotten myself into! I finally launched **Sean Pratt Presents**, my educational, inspirational and motivational company dedicated to teaching actors about the business of the BIZ. Having envisioned this endeavor for over ten years now, you'd think I'd be effortlessly moving forward with all the various projects I want to pursue under the aegis of my business...but not so. I now have a whole new appreciation for the phrase, "Start-up Company."

Fortunately, I'd just finished reading, **Time Management for Dummies** before taking the plunge and wisely delegated the important projects to some very talented and capable people. Yet even with having one friend building my website, another creating the PowerPoint stuff for my seminars and hiring my mother (a semi-retired secretary with 50+ years of experience, don't ya know) to run my office, I am still overwhelmed with all the myriad details that need to be taken care of. I've been busier than Karl Rove deleting his e-mail!

But don't think I'm just whinging about all this! I love waking up at 3AM with my head full of a million "to-dos" to add to the list. It's quite exciting to smell smoke and realize that it's just my brain working in overdrive. Then there's trying to figure out how to best market my business, a Gordian knot of a problem if there ever was one. Which reminds me of the CEO of a Fortune 500 company who said, "Half of my marketing budget is wasted...I just don't know which half!"

No, seriously, with the website (www.seanprattpresents.com) up and running, having created the first two seminars (there will be 8 different topics in all), rolling out the "one-on-one" career coaching sessions and starting to re-edit my book, **Bang Your Own Drum**, it's truly an amazing time.

I've been inviting friends and colleagues to come to my seminars in order to get their feedback on how to improve them and perhaps do a little "evangelizing" for me. My friend Bryan Ashby, owner of Nine Yards, an integrated marketing and media services company based in Alexandria, was in attendance for my inaugural workshop at the Radisson Hotel in Crystal City and he provided a load of helpful comments and suggestions! There's nothing like bringing in a fresh pair of eyes when you've been toiling away on a project.

In the meantime, I've been busy hustling to get the word out. Just recently, I handed out 550 flyers at the sign-up for the League of Washington Theatres' annual actor auditions. I haven't been around that many stressed out actors since I was in NYC at an Actor's Equity cattle call! But I must say that I was pleasantly surprised by the responses I received from the actors I spoke with. A special big **THANK YOU!!!** goes out to Nicola Daval of the LOWT for letting me hand out my stuff while she and her crew from The Actor's Center ran the sign up. It was a Herculean task but they ran it like a well oiled machine.

Yes, I know that it's going to take some time for word to get around. Eventually though, the legions of actors out there will find out that what I have to offer is something unique and inspiring. I believe that so strongly, I've decided to offer a "No Kidding" money back guarantee on all my seminars and coaching sessions; when was the last time you saw THAT offer for an actor's class?!



*If you're not satisfied within the first hour of my Business of the Biz seminar — if you feel it was a waste of your time...then I'll refund your money, right then and there.
No kidding! — Sean*

My Lecture at ITVA-DC

In April I had the opportunity of being the guest speaker at the monthly gathering of **the DC Chapter of the International Television Association**, better known as ITVA-DC. My good friend, the actress Diane Ligon, who runs her own puppet theatre, *Mother Goose and her Fabulous Puppet Friends*, headed up the effort to bring me to the group. My topic for the evening was, "Marketing for the Actor", a subject near and dear to my heart.

I spoke about the two big problems I have with the usual actor classes concerning marketing. First, when the instructor talks about marketing and shows some examples, what they're really doing is discussing advertising which is only a part of marketing. Secondly, since they're only dealing with a small component of marketing, the actors end up with a tool they don't really know how to use. It's sort of like that Chinese saying, "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."

My goal, I told the audience, was to teach them how to fish! The topic was also prescient because I'm in the middle of creating a new seminar based on that paradigm called...wait for it...**MARKETING FOR THE ACTOR**. Okay, maybe the title needs to be a little sexier; let me work on it. Anyhow, my talk went over very well and I owe Diane big-time for making it all possible.

WORK, WORK, WORK!

This just in! I'll be in Malvern, Pennsylvania for a few days working on the sports movie, *Our Lady of Victory*. The film, developed by Tim Chambers and Anthony Gargano, is inspired by the true story of Immaculata University, a Catholic college in PA, and their 1972 women's basketball team

which won the national championship. I'll be playing the "charismatic" (that's what it says in the script, thank you very much!) Jimmy Sullivan, a good friend of the basketball coach and her husband.



The charismatic Jimmy Sullivan acts as chaperon for the Immaculata team's big night out on the town.



Audio producer Bart Woodward and the lovely ladies in the Marketing department of the *Wolf Trap Foundation for the Performing Arts* called me back in to do several more radio spots for their outdoor summer concert series. I think I've found my niche with them as the voice of "the young guy" who's out to have a good time. What makes the spots even more fun is getting to work with so many of my colleagues in the Washington market; David DeBoy, Greg Williams and Francie Glick, just to name a few.



Talk about the video shoot that keeps on shooting! I worked a few more days on that gigantic Exxon/Mobile training film I've been hosting for, it feels like, about 5 years now. It seems that the folks at Exxon's, *On the Run*[™] stores can't get enough of me showing the proper cleaning technique of the *Taquito*[™] cooker or the deft way I restock the *Chili and Cheez*[™] dispenser! Clark Bavin, of

Video Solutions, who has been the producer of this *On the Run*[™] oeuvre of occupational orientation, can be readily identified on set as the guy with the big smile on his face.

Even better is the fact that the first volume of the training video was a big winner at the Telly's! **The Telly Awards** honor the very best local and regional cable television commercials, programs, and video and film productions. Our *On the Run*[™] project actually received awards in two categories; Best in "Non-Broadcast Productions - Corporate Training" and Best in "Male Host with the Red Hair and Shiny Teeth".



A big "shout out" to Dagmar and Kat from Central Casting in D.C., for keeping me in business suits these last few months. Lately, I've been modeling in a heap of real estate ads lately playing the suave man on the go that's lookin' for that great home/condo/apartment. Funny thing, while I was at this one location I was approached by an overly-aggressive real estate agent who thought I was a potential buyer. When I explained that I was a model, shooting an ad for his company, he didn't skip a beat, "Great! It'll be even easier to get you pre-qualified!"



I shot a hilarious video for *EFX Media* in Arlington, VA that was used during a big corporate meeting for Howrey LLP, an enormous global law firm with more than 620 attorneys, that focuses on high-stakes, complex antitrust and global litigation. I got to poke fun at their European partners in this 2-minute video; I played a bad-tempered Brit, a frazzled Frenchman and a grumpy German. It was great! Unfortunately, my check won't begin to cover the legal costs of defending myself against all the "defamation of character" suits that those damn Europeans have filed against me. I mean can't they take a joke?!

So much is going around here it's hard to know when one day ends and the next begins! Shannon is busy preparing to run her summer children's theatre workshop at The Church Hill Theatre, our son Noah is busy looking for a summer job and Olivia is busy just being glad that summer's here! For me, it's all about lining up future seminars and trying to remember which city I'm traveling to for the next day's job!

One last thing, *The Invasion*, the Sci-Fi movie I worked on last year starring Nicole Kidman and Daniel Craig, is set for an August 17th release date. Look for me at the end of the film; I play a businessman trying to help Nicole save the day. I'll see you at the Cineplex!

